



# **Privazoning**

TRADE MARK

the New  
Concept of Space...  
in Homebuilding

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published by  
**PRIVAZONE COUNCIL OF AMERICA**



**PRIVAZONING\*** (Pry'vah • zone • ing) is a new concept in home design.  
It is adaptable to any style house in every price category.



greatly increases full-time living area per dollar of building cost.



gives each member of the family the convenience and privacy of logically-arranged individual facilities for dressing, grooming and bathing.

This book shows how Privazoning introduces a new standard of luxury living to every home-owning family.

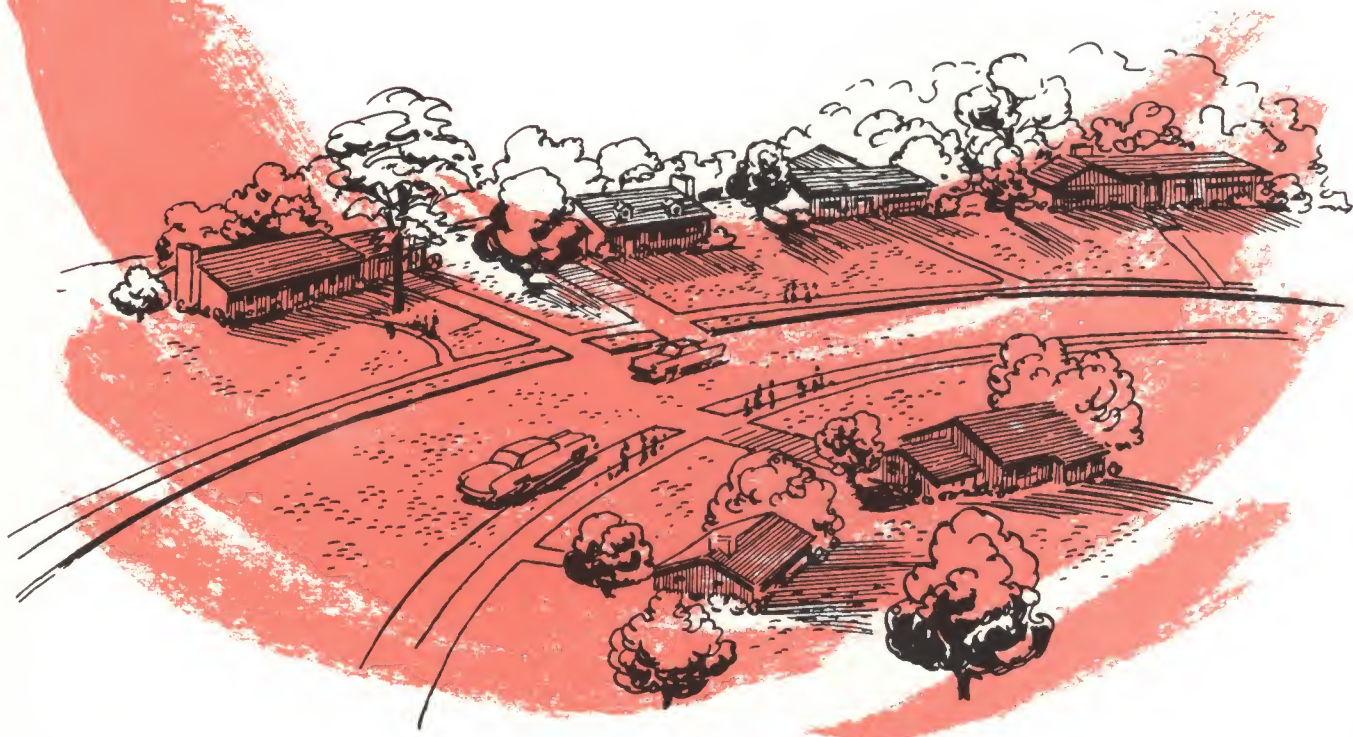
*\* Authorized use of Privazone trade mark and terminology is described on page 59 of this publication.*



# *I'm a Builder of* **Privazone Homes**

*I've been invited to tell you about this great stride forward in the evolution of home design. I'd like to begin by asking a family that bought one of the homes in my first Privazone development to tell you their experience with this new kind of living.*

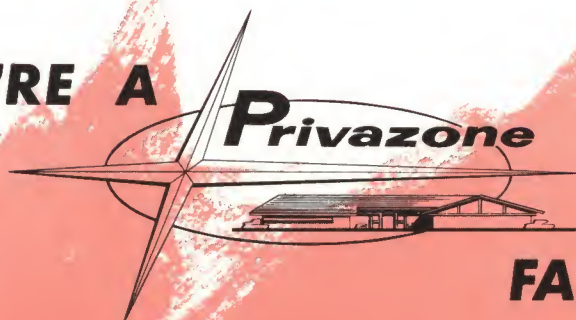
**This family can tell you why EVERYONE LIKES PRIVAZONING . . .**







... WE'RE A



**FAMILY**

... WE BOUGHT A



**HOME**

**NOW WE'RE REALLY LIVING**

*Just look —*

In a **Privazone Home** such as ours,

we actually have

*three extra living rooms*

called . . .

*Bedroom-Lounges*



I use the Master Bedroom-Lounge for rest and relaxation during the day.



It's a great place to find a little peace and quiet when I get home from work.



*Notice, there are no dressers, chests, or vanity tables cluttering up these Bedroom-Lounges.*



My Bedroom-Lounge is perfect for hobbies and studying.



I use mine for lots of things, like playing records and entertaining my friends.





You're probably wondering . . .  
Where do these people keep their clothes and personal  
articles?



*That's Easy!*

We each have our own *individual* dressing rooms—  
called . . .

*Dressetories!*

In my Dressetory, everything I need to wear is right here  
ready to put on . . .



Or here in this chest of drawers, right  
next to my own vanity lavatory.

This way, all my personal things and toilet articles are right  
where I need them.

# *In my Dressetory*



No more wet nylons hanging in my face—and I don't have to buck the bathroom lineup to get ready for work on time.



... to take a bath, I just step into the adjoining

## *Tub-Shower Room*



*The tub-showers are in completely separate rooms with exhaust fans to keep moisture out of the Dressetories.*



Everything I need to wash up, get dressed — even go to the toilet—is right here in my own Dressetory.



It's so nice having my own Dressetory. Now I can take all the time I want without holding up Dad or fighting with my brother.

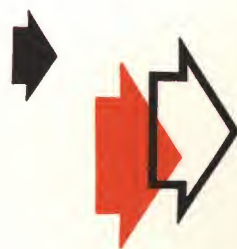




*Even before they'd had a chance to live in it,  
they all were enthusiastic about this new  
kind of home.*



Who wouldn't be enthusiastic! Just look at  
the model he showed us!





*First I pointed out all the extra full time*

# **LIVING AREA**



*Then I showed them the . . .*

# **DRESSETRIES**

*logical and convenient arrangement of individual facilities for clothes storage, dressing, grooming and bathing.*



**LIFT FLAP**



The sensible re-arrangement of bedrooms and bathrooms into

# INDIVIDUAL SUITES

is what **SOLD ME**

on a Privazone home for my family.

## ME. TOO

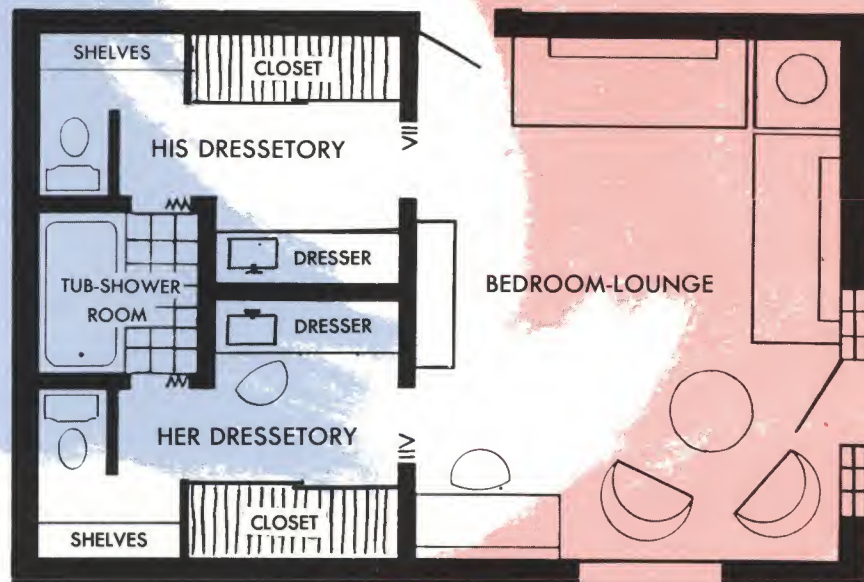


*Here's the Master Privasuite. It is furnished like a living room or den. The lounge chairs, TV, bookcase, writing desk, etc., make it useful for living by day as well as sleeping at night.*

*There are no clothes-storage facilities in the Bedroom-Lounge. Instead, the dressers, closets and drawer space have been placed in individual Dressetories, one for the husband and one for the wife.*



### MASTER PRIVASUITE



*In case you've been wondering about bathrooms — there aren't any in a Privazone home. Each Dressetory has its own lavatory and toilet, as well as private access to a separate Tub-shower room.*



# Privazoning

*also gives the children their own*

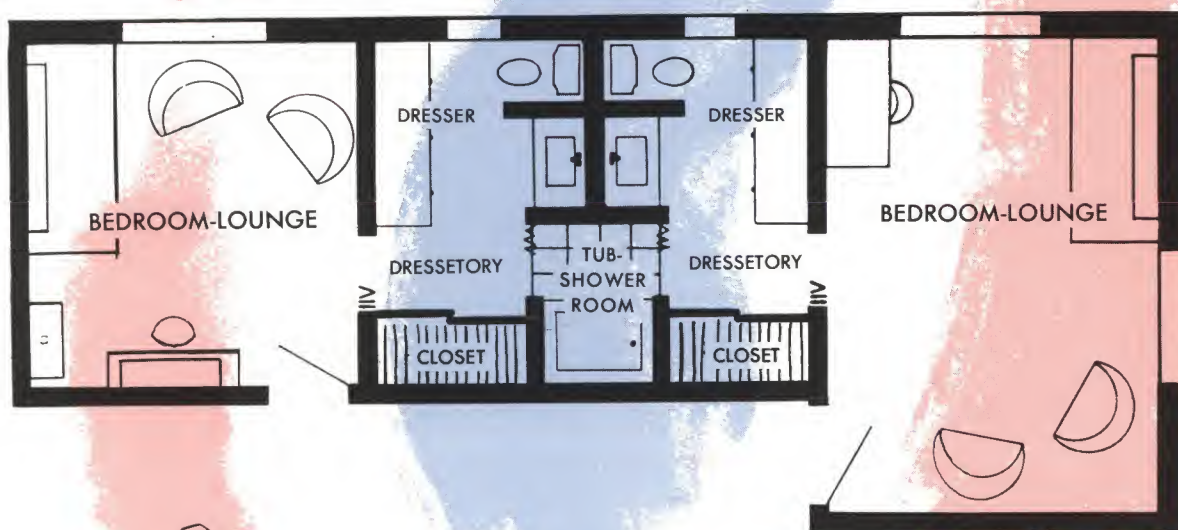
## *Junior Privasuities*

*which are made to order for entertaining friends, playing games, studying, or working at hobbies. This saves Mother a lot of headaches because it keeps clutter and confusion away from the rest of the house.*



**JUNIOR PRIVASUITE**

**JUNIOR PRIVASUITE**



The children love having a place they can call their very own. Makes them feel quite important and grown-up. You should see how neat they've become.



**SO, YOU SEE**

# ***Privazoning***

**PUTS AN END TO . . .**



Waste of space used for conventional bedrooms which stand idle most hours of day.



Overcrowded living room or family room.



Standing in line at bathroom door.





Going back and forth between bedroom and bathroom in process of getting dressed.

Embarrassment



Frustration

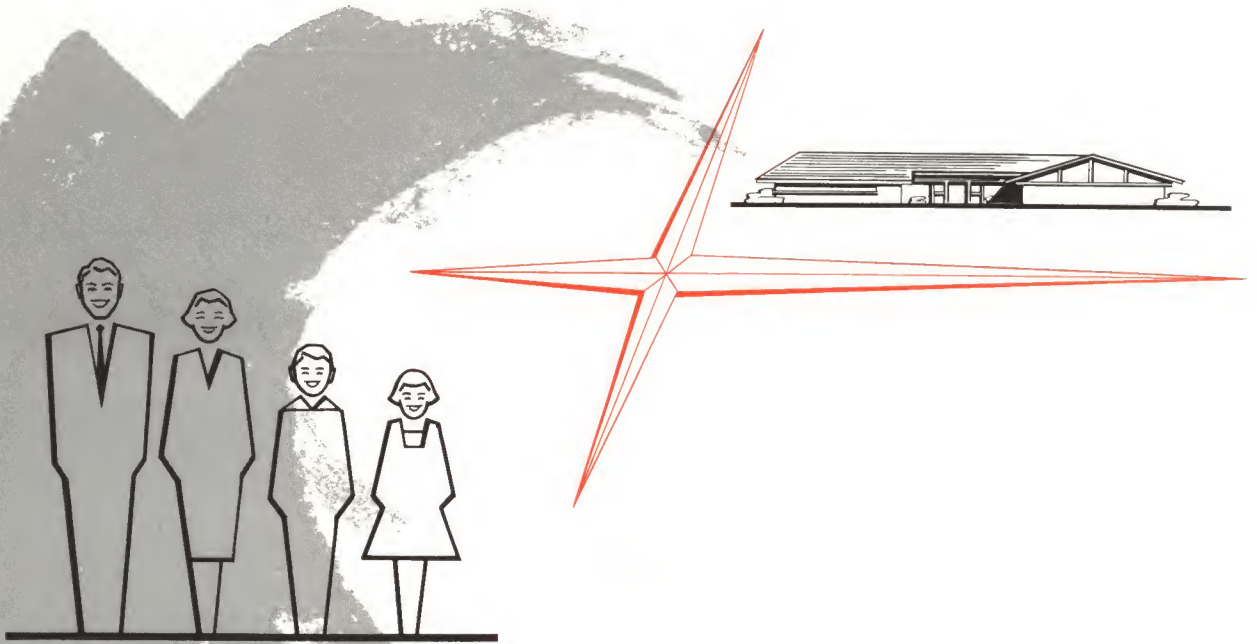
Clutter in bedrooms



ONLY WITH ... ***Privazoning***

CAN A BUILDER ELIMINATE ALL THESE PROBLEMS

IN THE AVERAGE-PRICED HOUSE.



By ordinary standards our previous house was all right. But now, with Privazoning, we have a house in the same price bracket which gives us

## **MUCH MORE**

*Full time living space...*

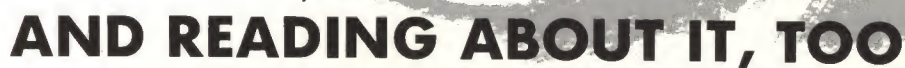
*Privacy...*

*Luxury...*

*Convenience...*



# Privazoning





# MAGAZINE-NEWSPAPER

**WESTERN BUILDING**  
SERVING DEALERS, BUILDERS AND ARCHITECTS  
IN THE LIGHT CONSTRUCTION MARKET OF THE WEST  
JULY 1958 25 CENTS

'Dressatory' Solves  
A Family Problem

Privazoning  
Newest In

**Privazone:** a new approach to bedroom bathroom design in the home,  
means privacy for all and increased uses for the bedroom

New Concept Radically Changes  
Bathroom-Dressing-Sleeping Area

**HOMES**

**Comforts  
lesaler**

**Privazoning -  
A New  
Home Idea!**

Privazoning  
Adds Luxury  
To New Home

**Building  
Products**

**The Century's First 'Privazone' Home**  
The Private Area Concept - - An Individual Retreat  
For Relaxing, Bathing, Dressing, Without Intrusion

In 'Century  
First  
Of 'Pri

Unique Treat  
Given To Int



# PUBLICITY

House  
Home

MARCH 1958

PREFABRICATORS - REALTORS

APRIL  
1958

N/A/H/B

JOURNAL  
of

American  
Builder

New Concept Gives  
More Privacy in Home

PFMA RESEARCHERS  
DEVELOP NEW APP  
TO PERSONAL PRI  
WITHIN THE HOM

YOUR  
HOME  
OF  
TOMORROW

Bathrooms Are On Way  
Out, "Privazoning" In

Heating and P  
MERCHAND  
CIRCULATION OVER 50,000 - LARGES

FIRST 'PRIVAZONE'  
HOUSE OPENED MAY  
REVOLUTIONIZE HOME  
BUILDING INDUSTRY

'Privazone' Design Adapts To Standard Floor Plan  
Without Adding To Overall Dimensions

Is Steve  
"Privazone"  
Has Its Place  
Logic of 'Privazoning'?

New Design For Living Adds Fifth  
Freedom - Freedom From Intrusion

'Privazone' Homes Make  
New Luxury Debut In U. S.

More Space  
For Living



*People who attended the premiere of the first Privazone home said:*

*(Miami, Florida — March 30, 1958)*



*"Idea is captivating—makes our present home seem inadequate."*



*"Incorporates old-fashioned privacy with modern living."*



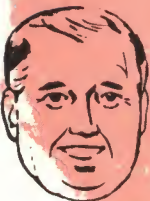
*"More privacy and convenience—I'm tired of conventional arrangements."*



*"Man, this has the liveability of a house with four living rooms, four dressing rooms and four baths."*



*"I like the private dressing room feature."*



*"After putting up with bedrooms and bathrooms all our lives, it's a wonder somebody didn't think of this generations ago!"*



This enthusiasm could have been predicted, because

**Privazoning** is based on two years of

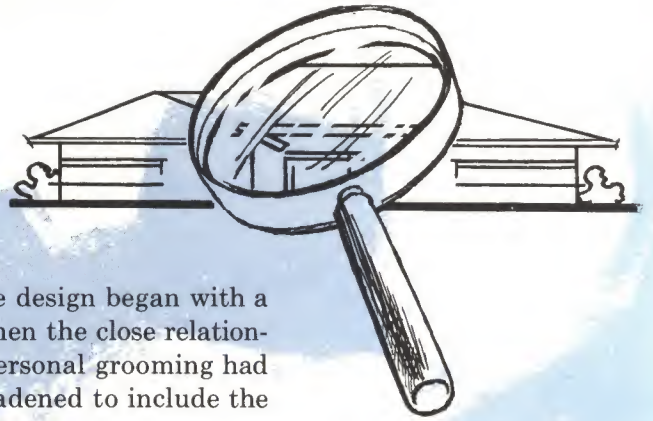
extensive *Research* into:

WHAT PEOPLE ***NEED***

WHAT PEOPLE ***WANT***

WHAT PEOPLE ***WILL BUY***

## RESEARCH . . .



Research culminating in the Privazone design began with a study of problems of the bathroom. When the close relationships between bathing, dressing and personal grooming had been established, the studies were broadened to include the bedroom.

Months of careful consideration revealed that many family problems and much wasted floor space have their roots in the traditional layouts of bedrooms and bathrooms. The study concluded that these problems can only be solved by a completely new approach to the design of the entire "private area" of the home. That a new approach was long overdue was emphasized by the fact that leaders in many fields already were aware of the shortcomings of this part of the home:



### **MAGAZINE EDITOR**

*"A complete re-examination of the design and function of the private area of the house is long past-due."*



### **MINISTER**

*"I'm convinced that the lack of personal privacy in the average home causes considerable strain and aggravation for all members of the family."*



### **SOCIOLOGIST**

*"Unfortunately, the members of most families are forced together — even when they should be alone—in the bathroom, while dressing, and so on."*



### **PSYCHOLOGIST**

*"Families get along much better together, when their personal activities are separate. After all, everyone is an individual, or should have a chance to be, at least part of the time."*



### **HOUSEWIFE**

*"The bathroom, there is the problem. In our house, the bathroom causes more discord than any other part of the house."*



### **MORTGAGE LENDER**

*"We've found that a lot of people aren't buying homes . . . they're too busy buying other things. The fact is, houses simply aren't competing with these other products for consumer attention."*

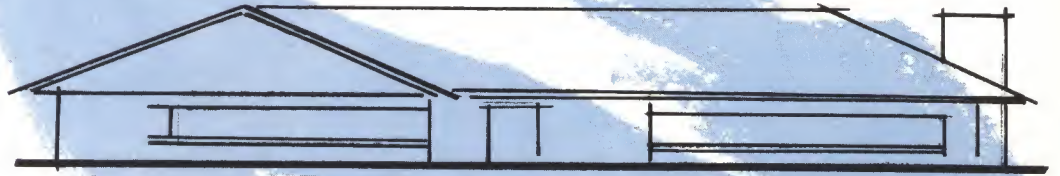


### **HOMEBUILDER**

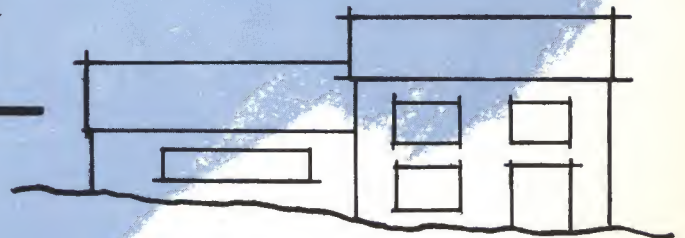
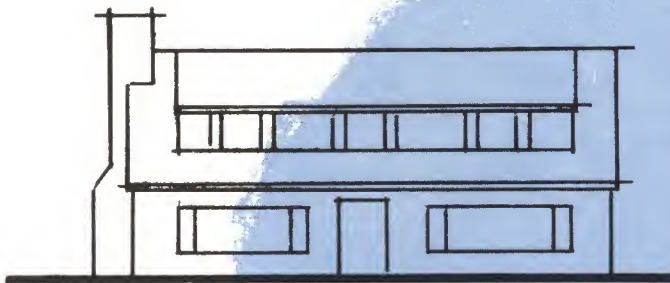
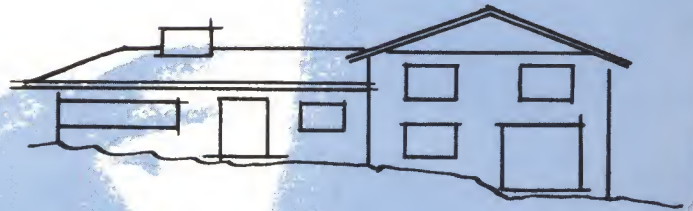
*"As a sales feature, bedrooms have been dead weight for years. So we've made them smaller and smaller in order to emphasize other features of the home. Even so, bedrooms still take up half the floor space in the average home. That's pretty expensive dead weight."*



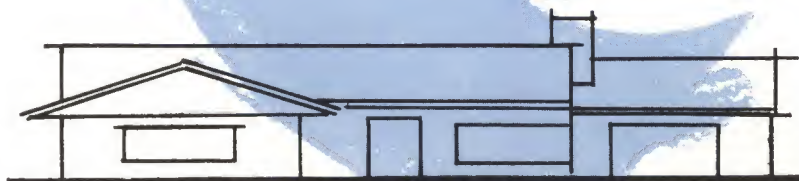
The research made it clear that a change was needed in houses of all types and in all price categories.



It was found that problems created by traditional bedroom-bathroom design are so basic to every family's stability and well-being that a completely new approach to the planning of this entire area of the house is urgently needed. The design concept developed as an answer to these problems is called Privazoning.



**HERE ARE JUST A FEW EXAMPLES OF TYPICAL PRIVAZONE FLOOR PLANS**



#### NOTE:

The twelve Privazone floor plans shown on the following pages are intended to illustrate how Privazoning can be applied to all types of houses.

No effort has been made to design specific houses for various geographic areas, or to provide for optional features most popular in each locality.

Used to their best advantage, these plans will familiarize the builder and architect with Privazoning and serve as a guide to the design of houses being planned with this new concept specifically in mind.

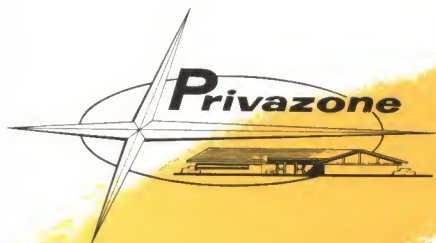


Many attractive features of Privazone design are incorporated in this moderately-priced Privazone rambler. In addition to the private "living room" feature of all Bedroom-Lounges, the folding wall of the Bedroom-Lounge facing the family living room and terrace permits adding ideally located space for entertaining, and to enhance the already open feeling of the dining-living-terrace area.

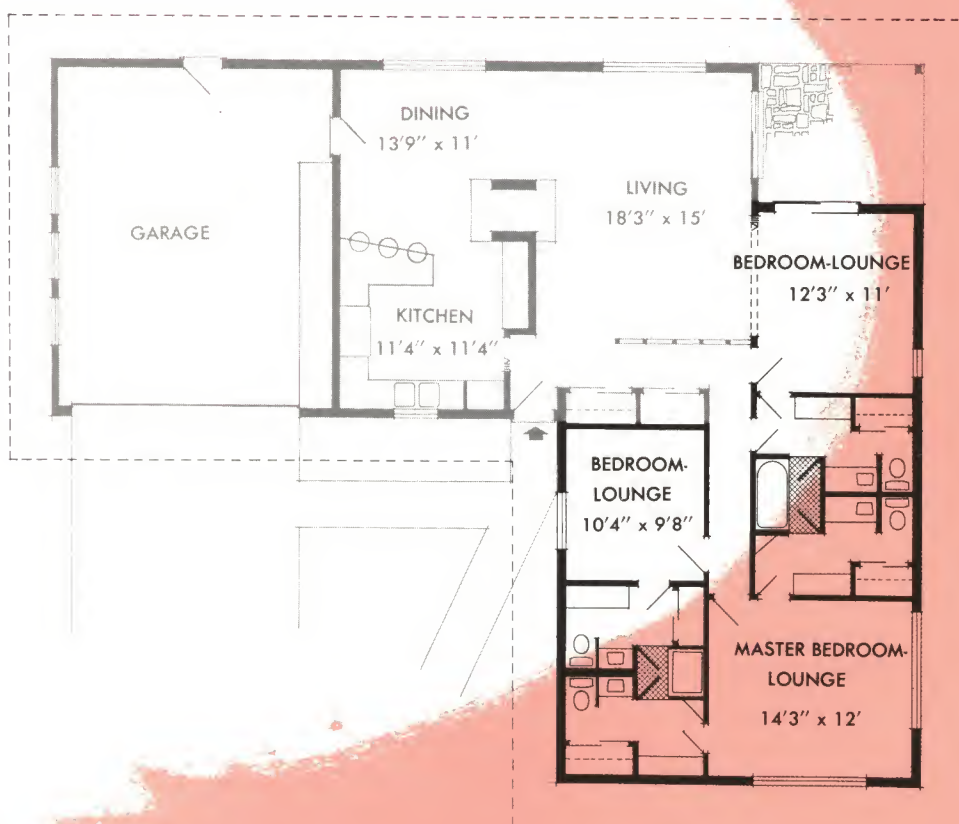
In the Master Bedroom-Lounge, the woman of the house has a spacious Dressetory with vanity counter top and full-sized tub, while the husband's Dressetory, on the left, is more compact with access to receptor tub-shower.

Notice, also, how one of the Dressetories provides convenient powder room facilities with entrance from the hall.





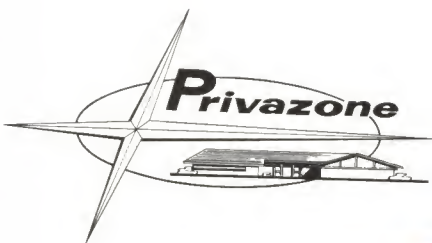
**RAMBLER** (1396 SQ. FT.)





This three-suite split-level offers 380 extra square feet of full-time usable living space—much more than can be provided in a conventionally designed house of the same size. The Dressetory in the recreation room serves as a powder room, mud room, and also has complete clothes storage facilities for use by week-end guests.





**SPLIT-LEVEL (1841 SQ. FT.)**





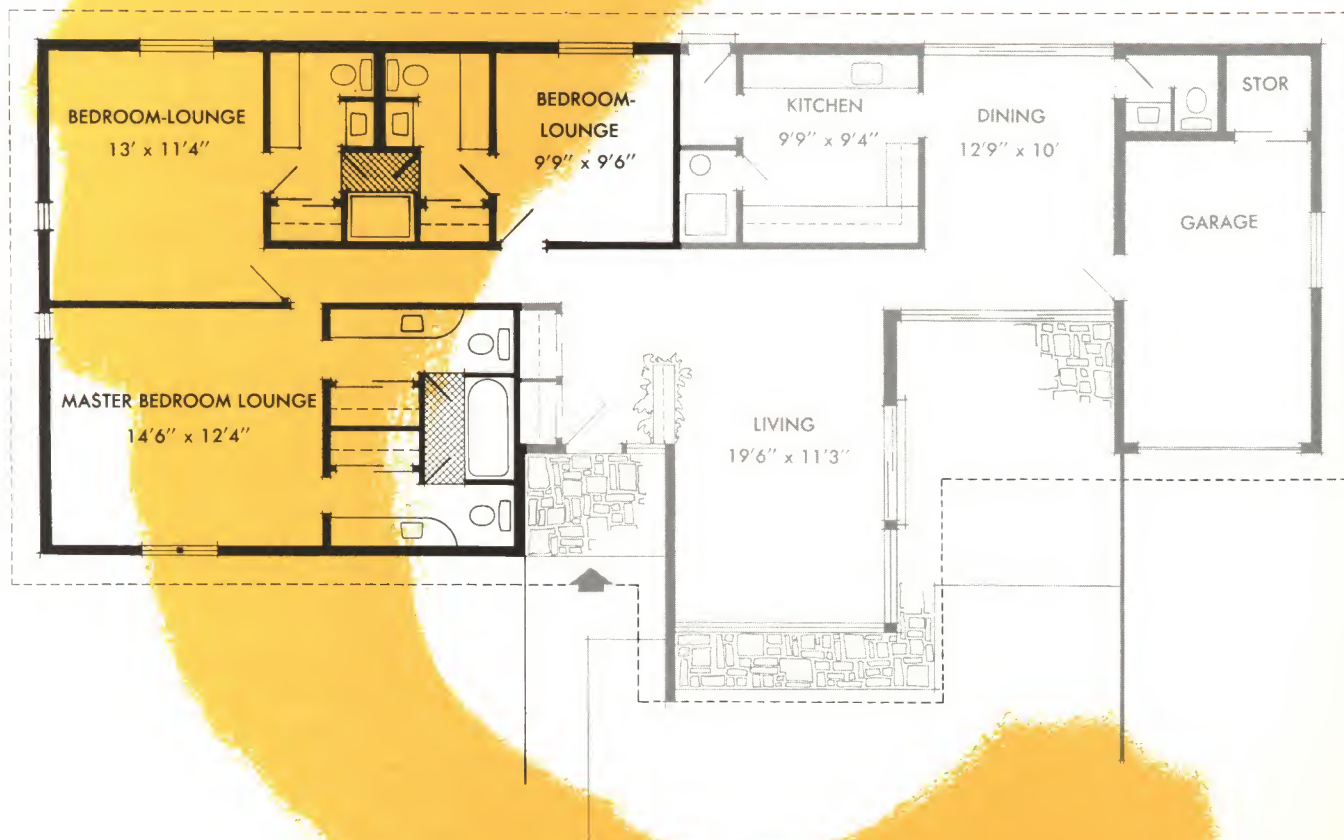
This standard Privazone Rambler shows a typical arrangement of complete Dressitory facilities for a three-suite house. A great variety of living room-dining room-kitchen arrangements can be designed around this basic Privazone area.



**Privazone**



**RAMBLER (1253 SQ. FT.)**





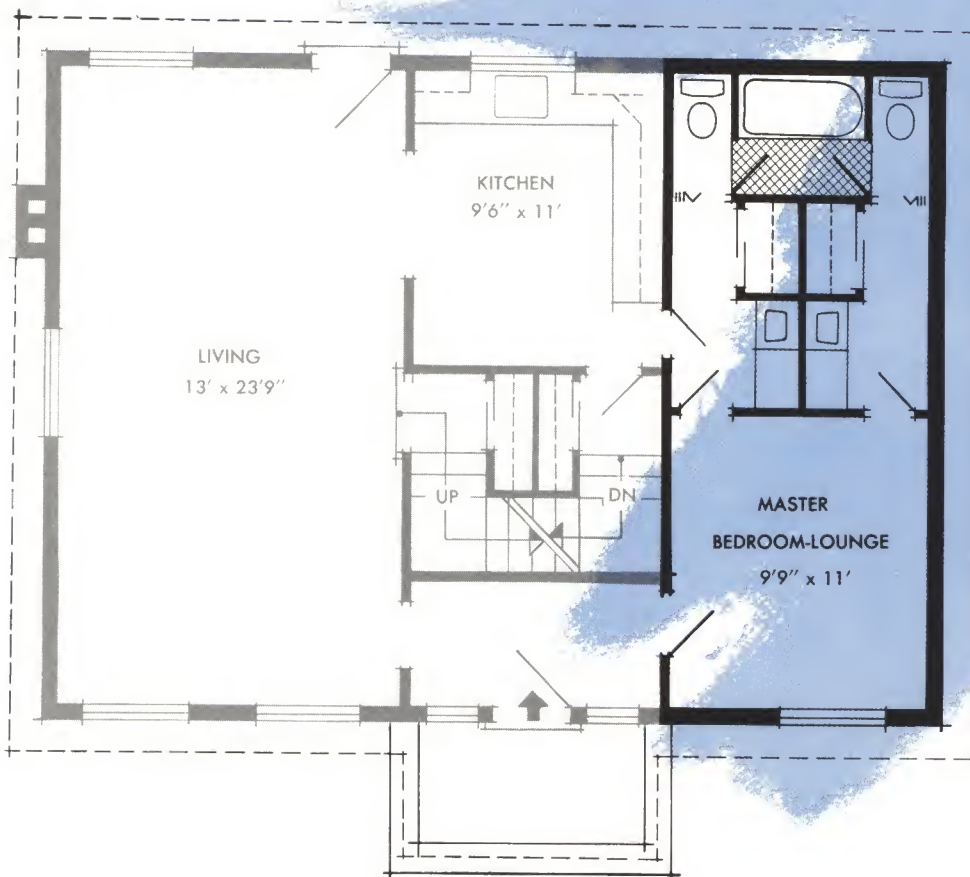
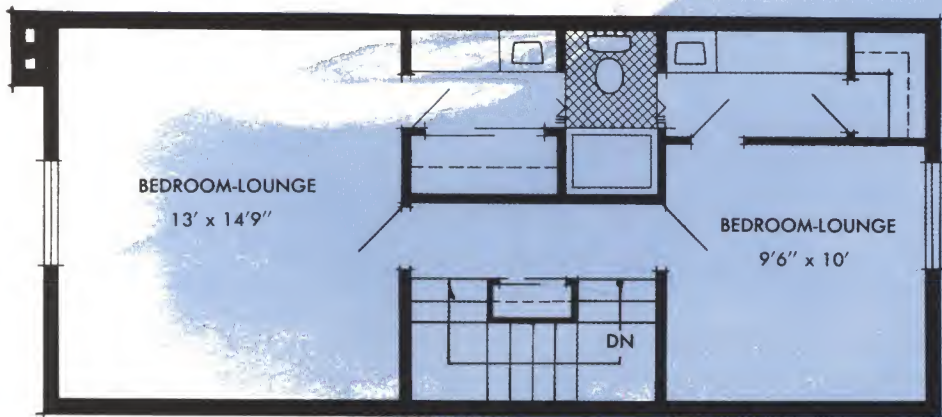
With Privazoning, this small Cape Cod becomes an extremely livable, comfortable home. The Master Bedroom-Lounge, on the first floor, lends itself ideally for use as a den or sitting room. The second-floor suites provide luxury living never before possible in this kind of house. (Where total second-floor area is under 600 square feet, the Privazone Council may, in special cases, approve a plan where the tub-shower and toilet facilities are combined. See page 50 for basic Privazone requirements.)



**Privazone**



**CAPE COD** (1234 SQ. FT.)



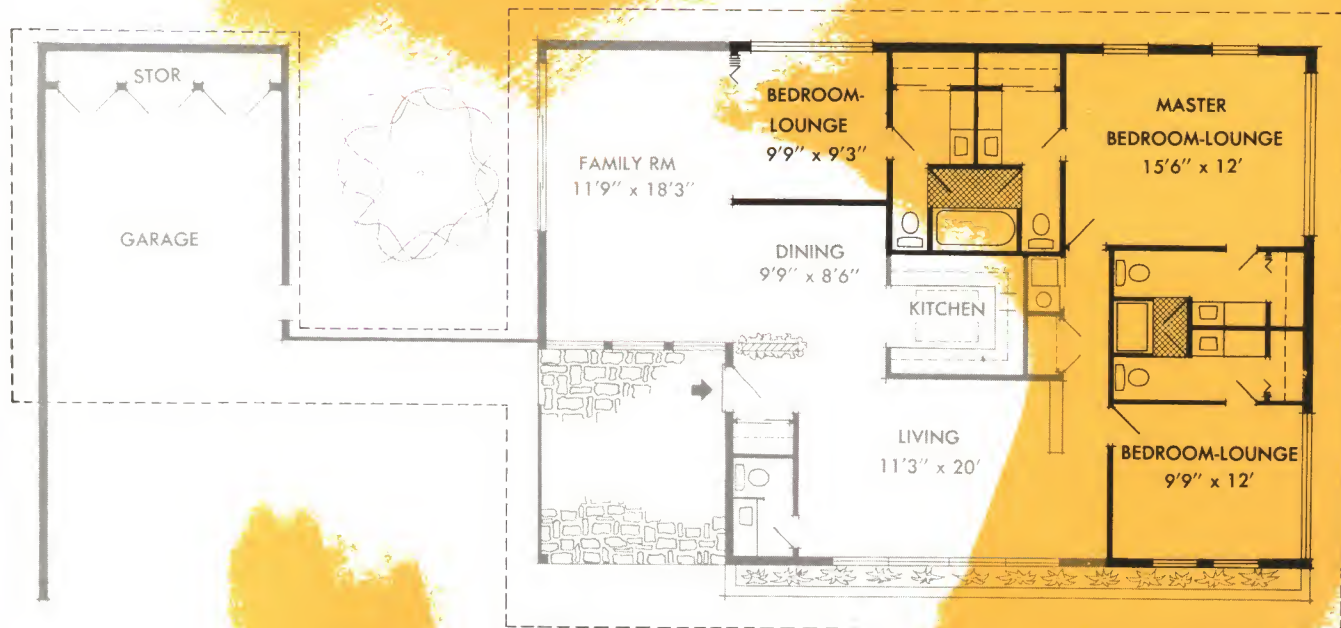


This plan shows how a family room can be used with a Bedroom-Lounge to provide lots of room for family activities. The need for a family room is, however, greatly reduced in a Privazone home, where everyone has ample room for reading, hobbies, and other leisure activities in the Bedroom-Lounges.





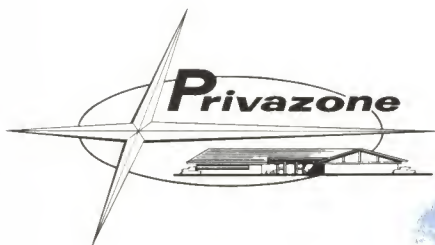
**RAMBLER** (1398 SQ. FT.)



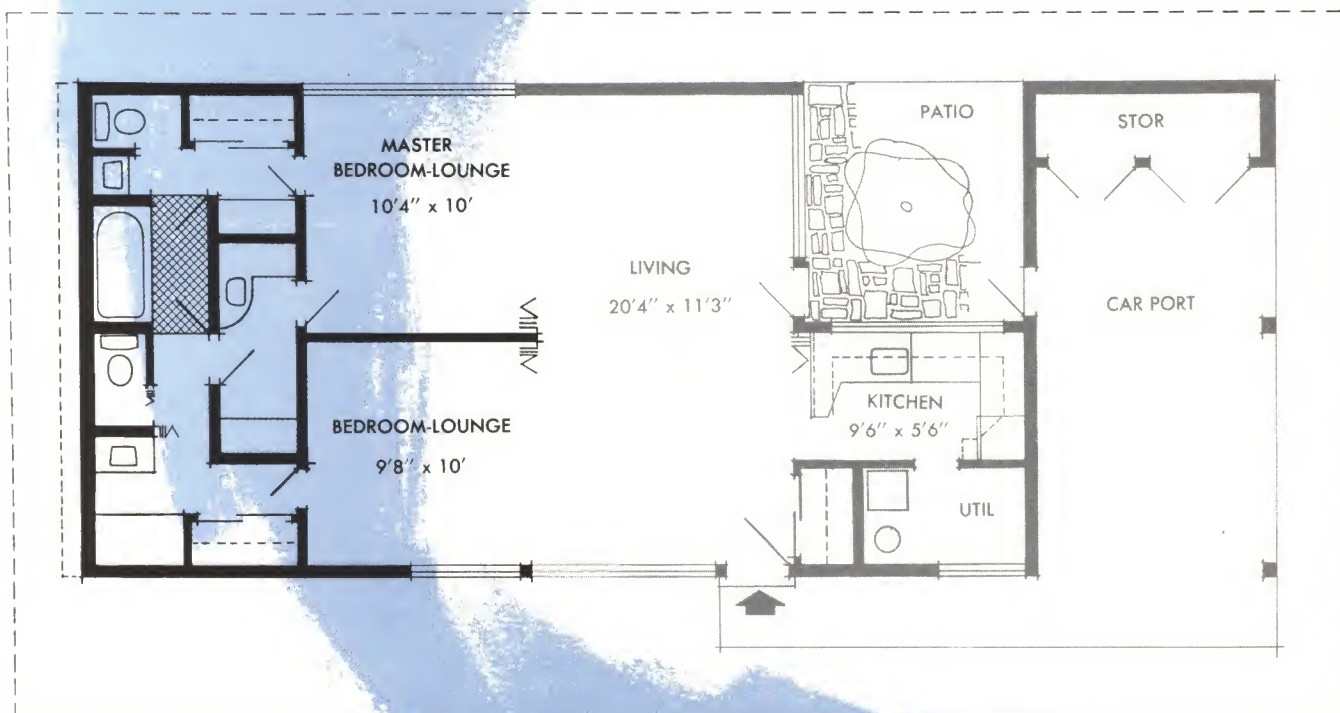


Here young homemakers and retired couples will find space and privacy unimagined in a house of this size. Although it does not meet standard Privazone Council requirements (see page 50), this plan has been approved because of the unusual application of the Privazone idea in overcoming the problems of minimum floor area. In spite of very limited space, a large flexible living area is provided, together with the luxury of individual Dressetories.





**RAMBLER** (725 SQ. FT.)





The comfort of three "living rooms" is provided on the upper level of this Privazone plan. No longer does this area of the home stand idle most hours of the day and evening. Also, it provides convenience and privacy that could only be achieved, in conventional arrangements, by including four bathrooms and four dressing rooms.





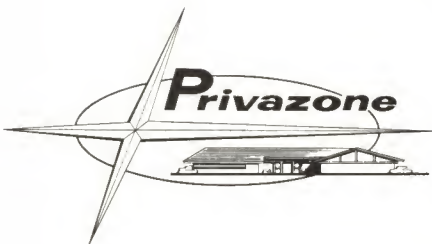
**SPLIT-LEVEL** (2101 SQ. FT.)



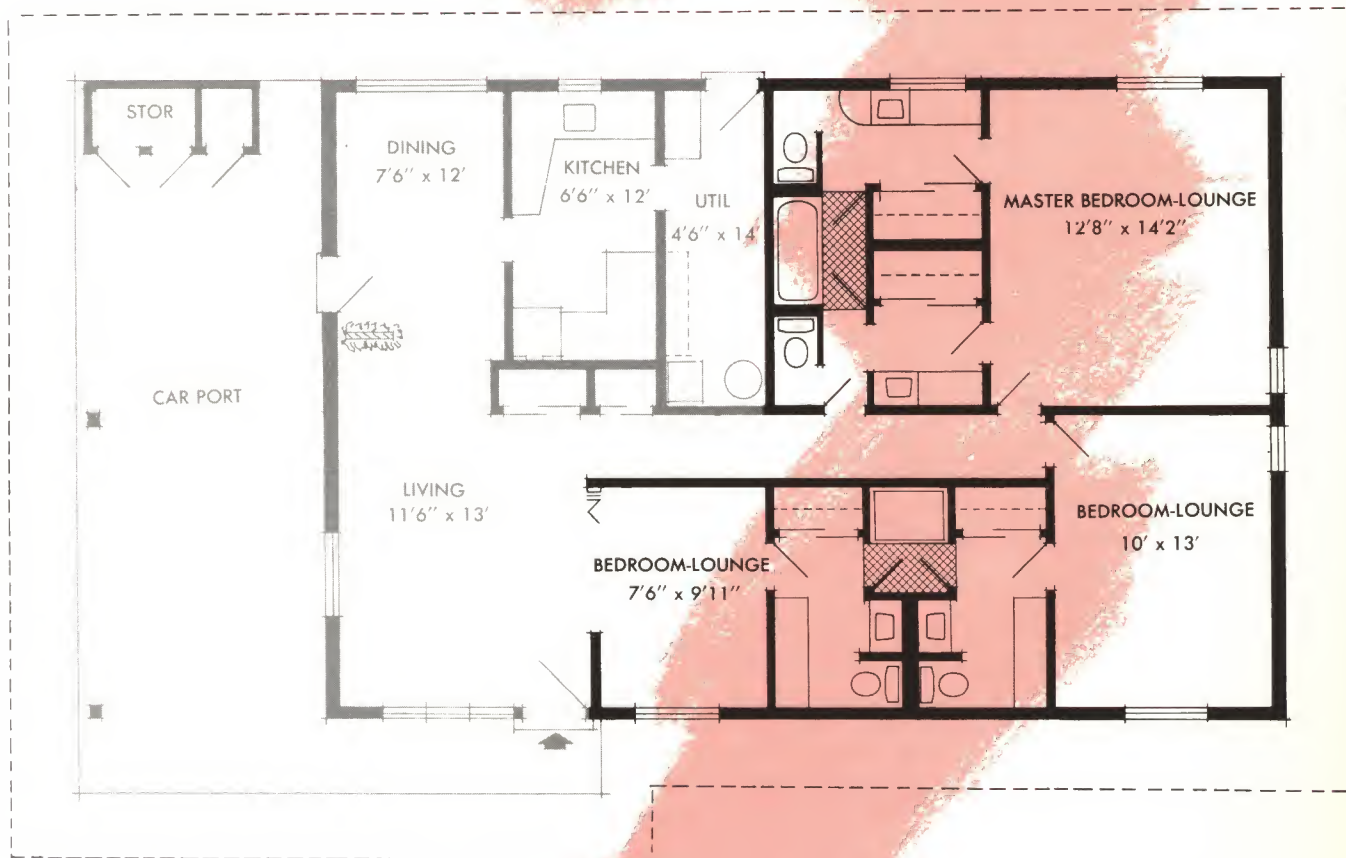


This 28 x 44 ft. rambler is another example of how more true living area and individual luxury can be built into the moderate-priced house. Families with changing needs will make good use of the third Bedroom-Lounge which can become part of the family living room at will. And, when children grow up and move to homes of their own, it can be included as an integral part of the living room without alterations.





**RAMBLER** (1168 SQ FT.)





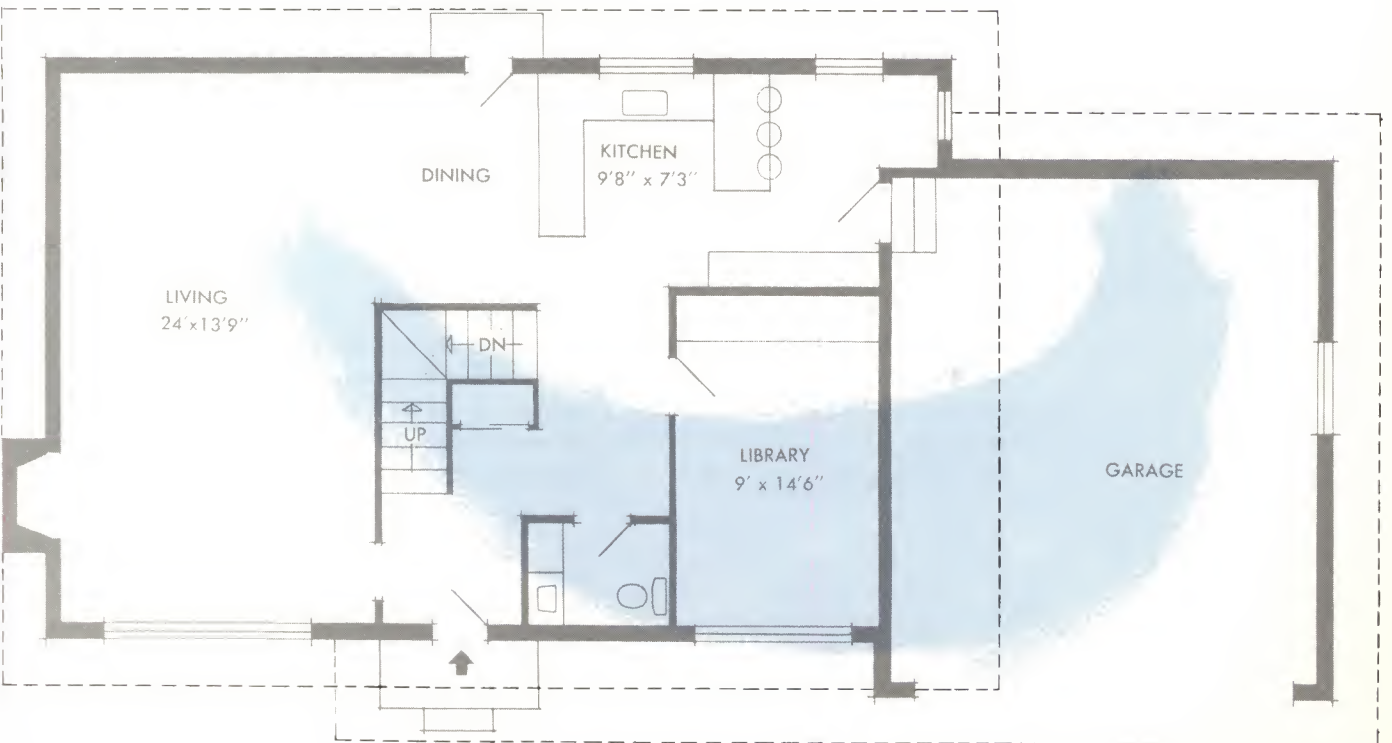
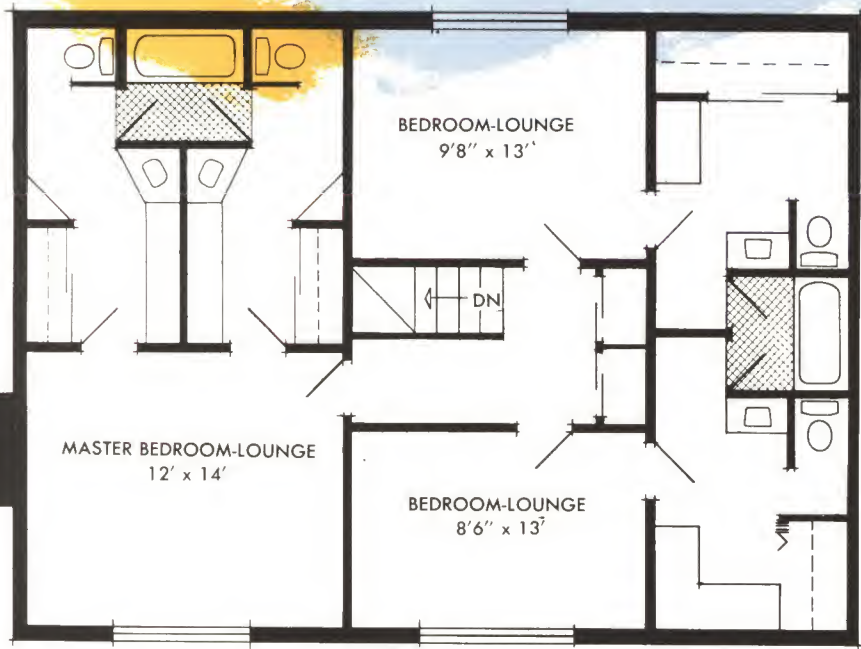
The traditional *charm* of a Colonial home doesn't mean its occupants must put up with traditional inconvenience. In addition to the convenience of modern Dressetories, the second floor of a Privazoned Colonial makes full use of every room for hobbies, fun, and relaxation. Friends can be entertained even on the second floor of a Privazone home without running the risk of meeting someone in the hall going to or from the shower.




**Privazone**



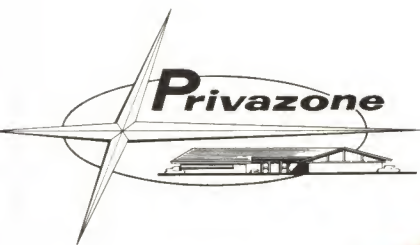
**COLONIAL** (1800 SQ. FT.)



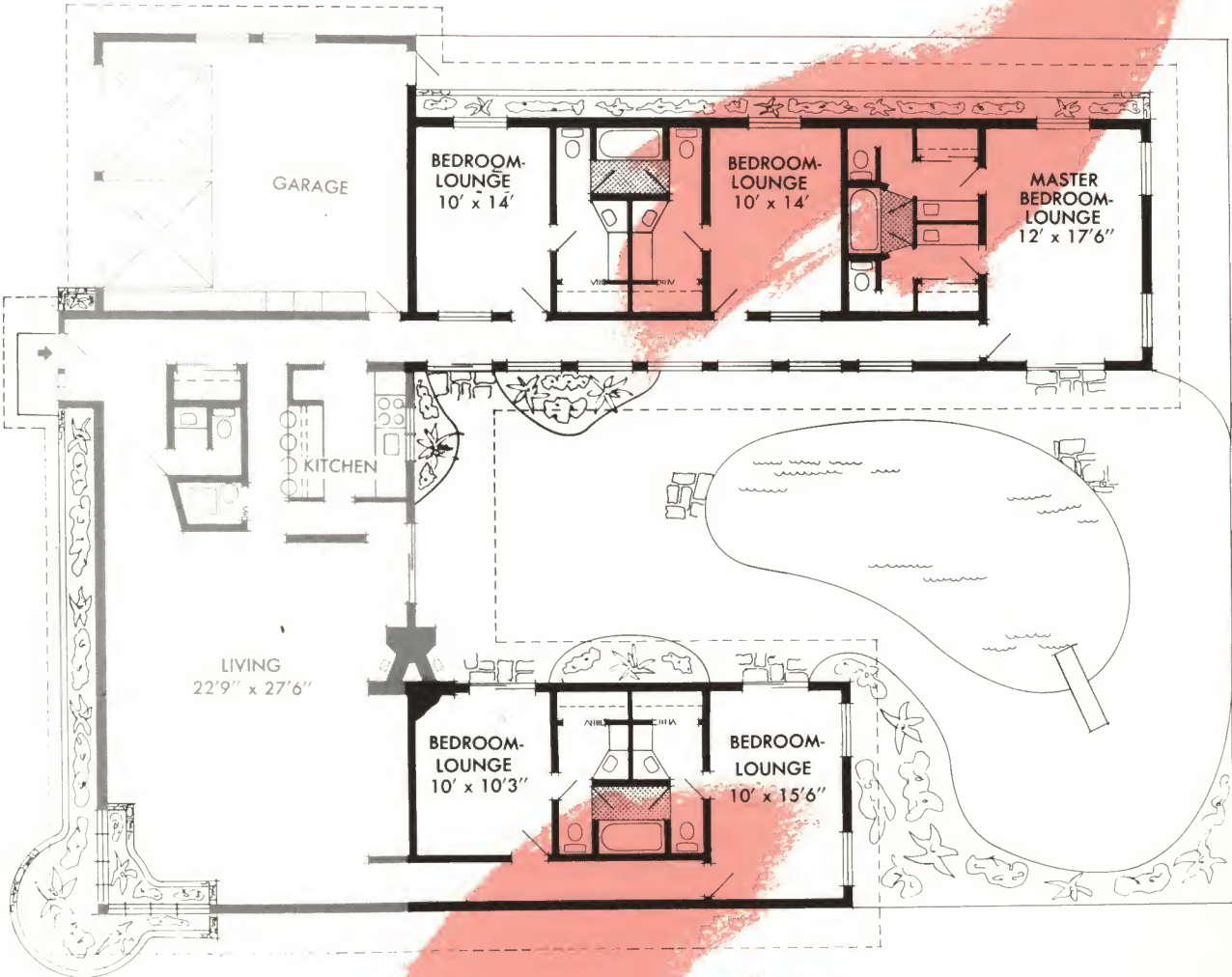


Truly gracious living for the larger family is provided in this U-shaped Privazone rambler which looks out on garden and pool. Even the largest conventionally designed houses do not provide individual "living rooms" for each member of the family. This house does—in addition, it gives each person his own Dressetory for complete privacy and convenience while bathing, dressing and grooming.





**RAMBLER** (2368 SQ. FT.)





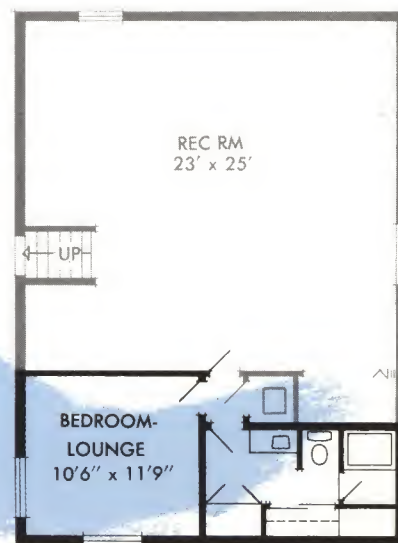
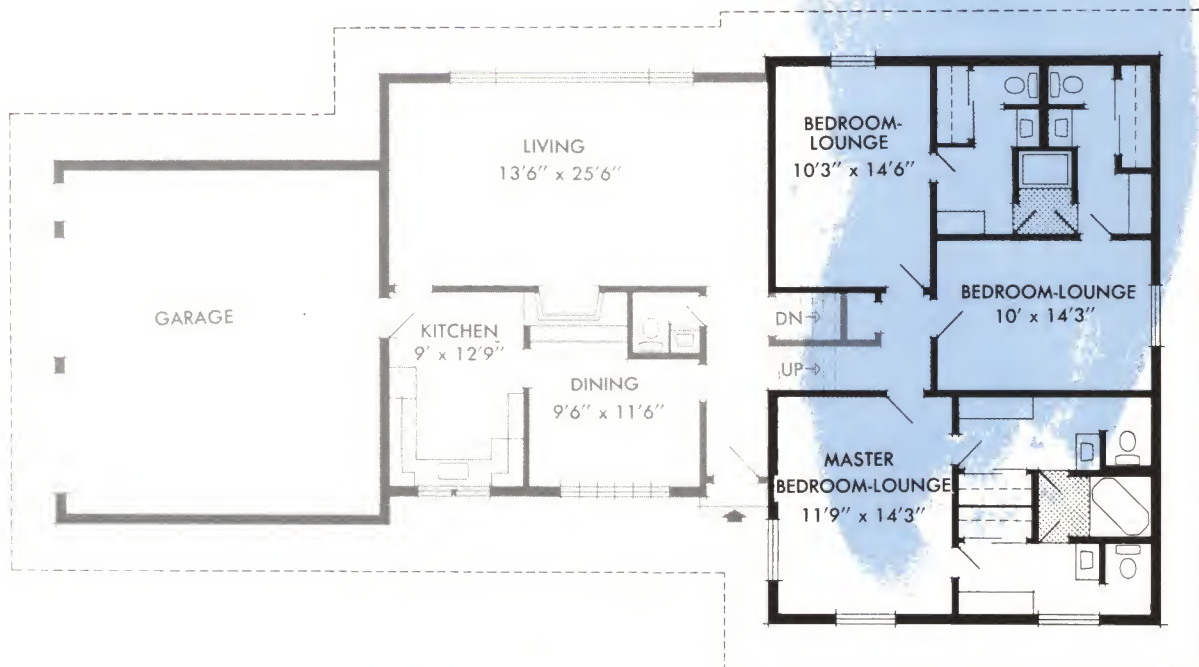
This Privazone split-level is one of six models on display in a 400 all-Privazone home community. An extra Privasuite on the lower level and a large recreation room put every inch of this Privazone model to good use. The upper level, too, does its share, for instead of being unoccupied two-thirds of the time, its Bedroom-Lounges are easily recognized by viewers as ideal for enjoying TV, Hi-Fi, reading and relaxing during the day and early evening.



**Privazone**



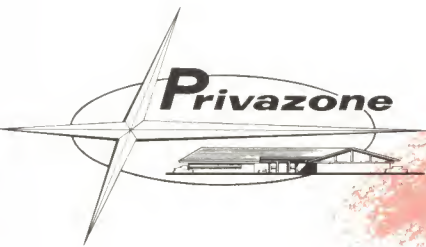
**SPLIT-LEVEL** (2438 SQ. FT.)



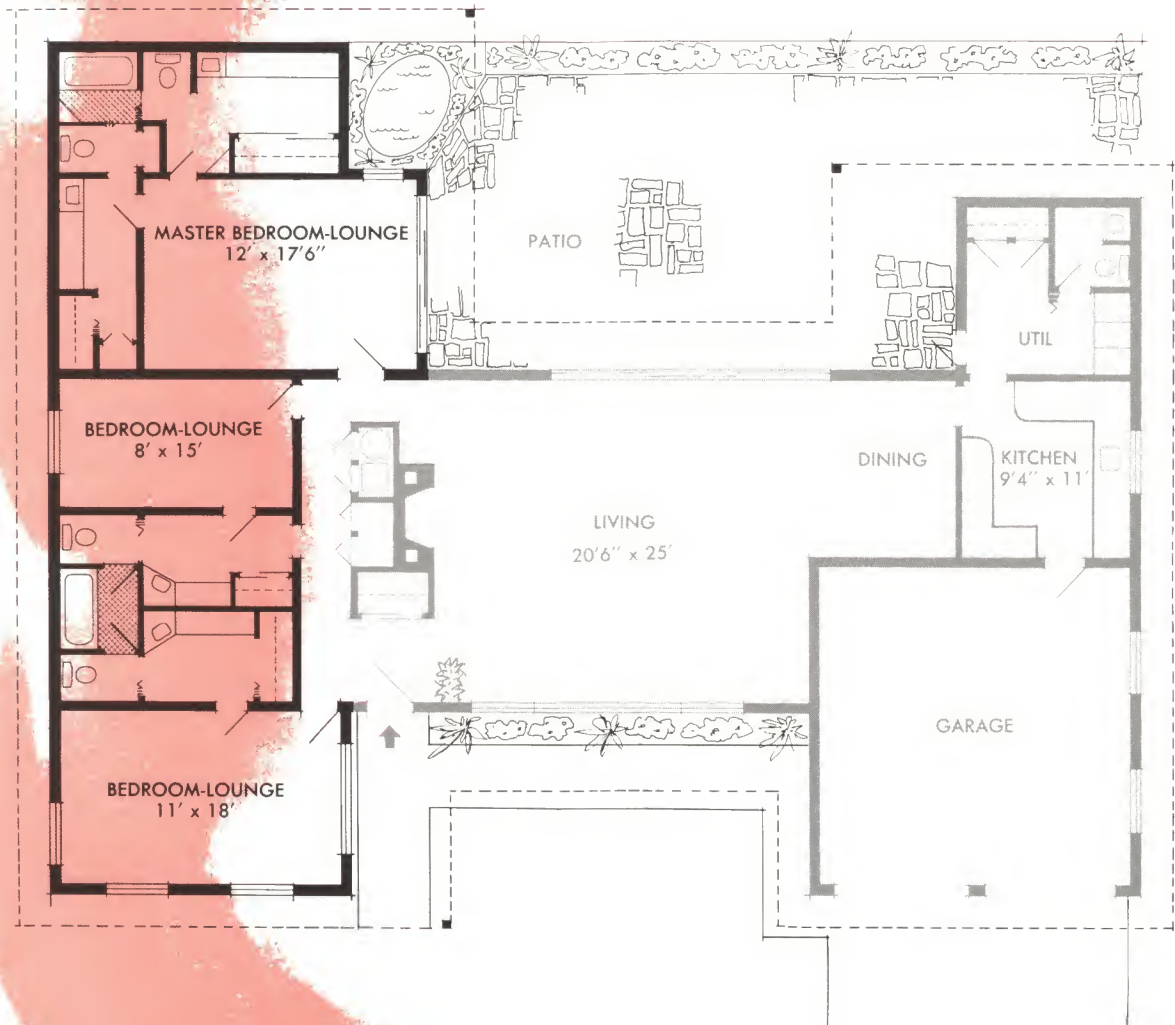


Spacious Bedroom-Lounges with private washing-dressing-grooming facilities (Dress-tories) bring to this attractive rambler luxury formerly enjoyed by only a few home owners. The three Privasuites are in a wing apart from the family living room and service areas for maximum privacy and convenience.



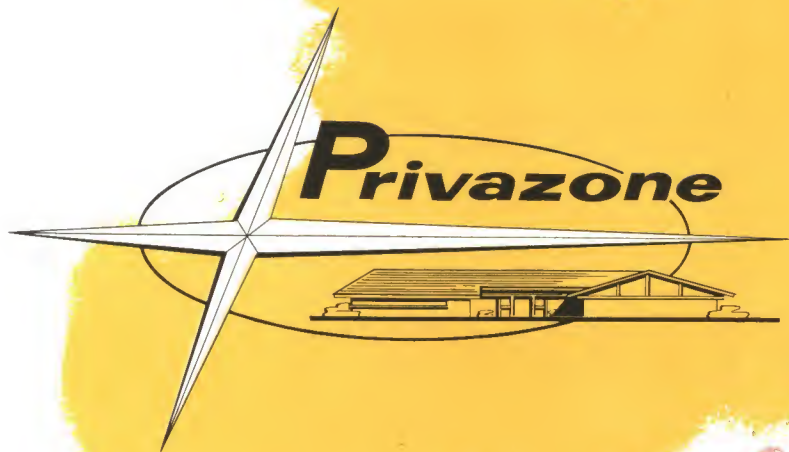


**RAMBLER** (1975 SQ. FT.)









*Progressive builders of all kinds of houses are turning to Privazoning, and it has been predicted that within a few years this design concept will be basic to the layout of the private area of all homes.*







# HOW YOU CAN PUT THE **Privazone** IDEA TO WORK SELLING YOUR **Homes**

Privazoning is new. Because it is new many people may not fully understand all its advantages at first glance. This gives you an open invitation to point out the many features available only in Privazone homes. To do this adequately you must —



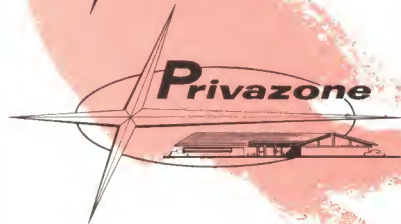
- 1.** Be sure your staff is thoroughly familiar with all aspects of Privazoning.



- 2.** Plan and build your houses to include all of Privazoning's advantages.




- 3.** Furnish your model house to show how Privazoning makes the whole house useable, full-time.



- 4.** Tell the story of your Privazone homes in every way you can.


# 1. UNDERSTAND *Privazoning*



Be sure that your sales personnel clearly understand the thinking behind the Privazone design and its variety of appeals to different members of the family. Remember, you're selling a brand new idea in living convenience and comfort. So don't confuse prospects by talking about "bathrooms" or "bedrooms." You're giving them a new way of thinking about the private area of the home. Therefore, talk about: Bedroom-Lounges, Dressetories, Tub-shower rooms.


Points to emphasize:

## LOGICAL GROUPING




Individual suites instead of separate bedrooms and baths. Everything needed for sleeping and lounging, personal grooming and hygiene in closely-grouped, logical arrangements.

## EXTRA LIVING SPACE




Extra living space with Bedroom-Lounges—a place to enjoy leisure time during the day as well as sleep at night.

## CONVENIENCE



Convenience—the advantages of Dressetories—being able to wash and dress in the same room. No more dashing from bathroom to bedroom and back. No more cluttered family medicine cabinet. Lots of places for all your things where you need them.

## PRIVACY



Privacy—personal toilet and washing facilities, with access to a connecting Tub-shower room. The end of bathroom tie-ups. "Freedom from intrusion."



## 2. BUILD THE HOUSE **RIGHT**

Remember, bedrooms and bathrooms do not exist in Privazoning. Instead, this part of the house is divided into individual Privasuites.

**There are two kinds of suites in a Privazone Home:**

- (1) *The Master Privasuite*
- (2) *Junior Privasuites*

Each Junior Privasuite consists of a bedroom-lounge with connecting Dressetory (a combination wash room-dressing room).

The Master Privasuite consists of a Bedroom-Lounge and two Dressetories, one for the wife, the other for the husband.

### **BEDROOM-LOUNGES**



Bedroom-Lounges serve as private living rooms to carry out the Privazone concept. This is largely a matter of correct furnishing. *No clothes storage here.* Dressetories provide that facility. (See page 51 for details on Bedroom-Lounge furnishing.)

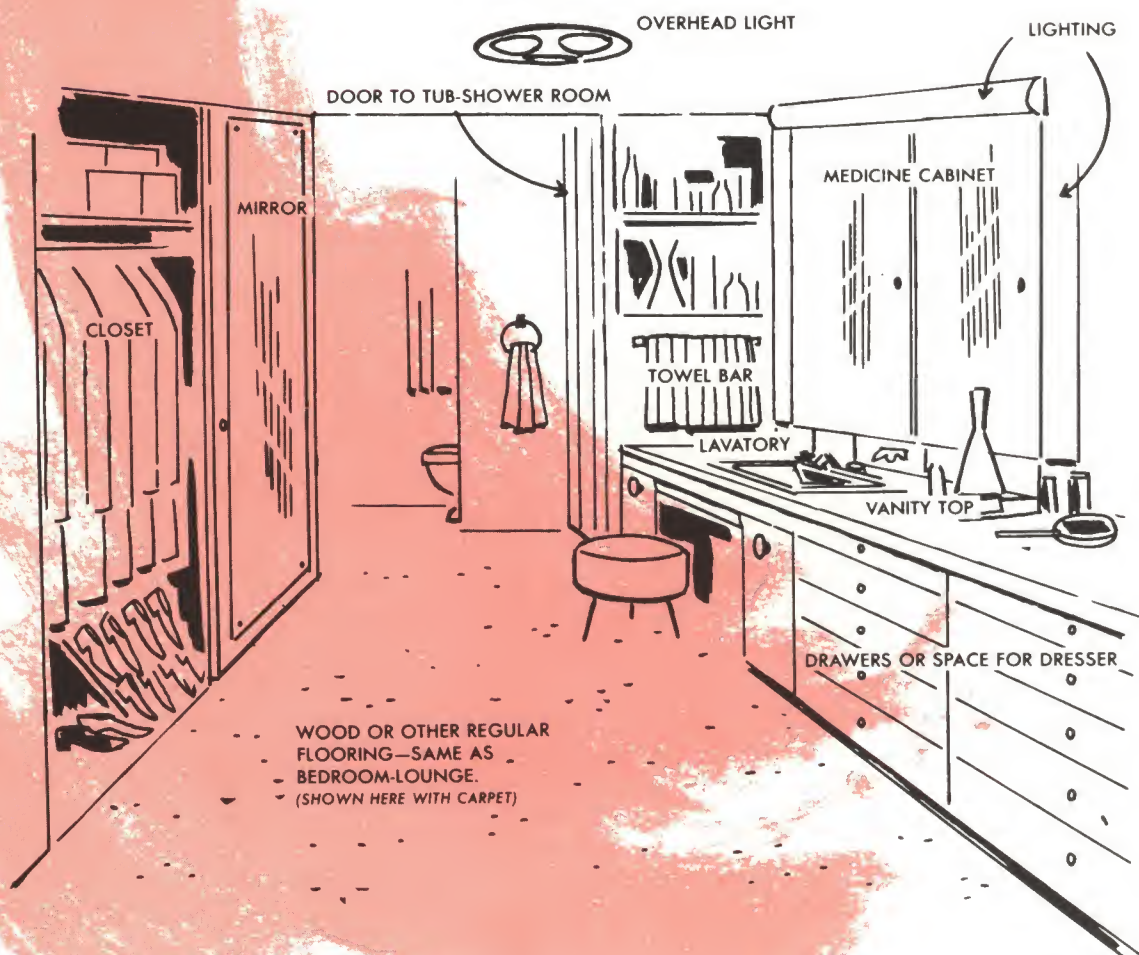
# BUILD THE HOUSE *RIGHT*...

## DRESSETORIES

Dressetory floors can be surfaced with any standard material, including carpeting, because moisture is not a problem. Some builders do, however, put splash areas around base of toilets.

Be sure to provide doors to close off Dressetories from Tub-show-er room and connecting Bedroom-Lounges.

## COMPONENTS





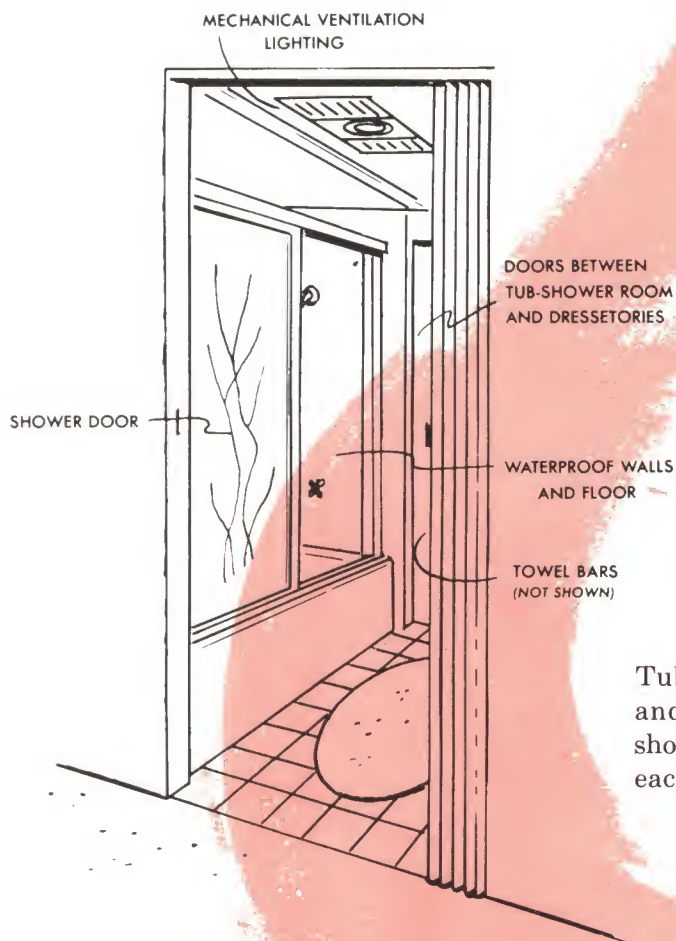
## POWDER ROOM

Ideally, there should be a separate powder room for guests, because having to walk through somebody's Bedroom-Lounge to reach toilet and lavatory could be awkward at times.

If there is no powder room, one of the Dressetories will have to serve the purpose.

This requires a separate entrance to one Dressetory from outside the Privasuite it serves (See plans, pages 19, 21, 25, 29, 33, 41).

## TUB-SHOWER ROOM CONSTRUCTION



Tub-shower is in separate room, adjacent to and entered direct from Dressetories. Tub-shower can be located between and shared by each two Dressetories in a Privazoned home.



# BUILD THE HOUSE *RIGHT*

## MINIMUM PRIVAZONE REQUIREMENTS

In the interest of maintaining the high standards of space utilization, convenience and comfort found in all Privazone Homes, only houses built to meet the following minimum requirements can be approved by the Privazone Council and offered for sale under the name "Privazone." (See page 59 for details on getting your plans approved.)

### CHECK LIST

- ☐ Master Bedroom-Lounge has two Dressetories.
- ☐ Other Bedroom-Lounges have one Dressetory each.
- ☐ A Tub-shower room is located between every two Dressetories, with direct access from each Dressetory.

#### EACH DRESSETORY HAS:

- ☐ Door between Bedroom-Lounge and Dressetory.
- ☐ Door between Tub-shower room and Dressetory.
- ☐ Closet (*NO clothes closets in Bedroom-Lounges*).
- ☐ Built-in drawers or space for chest or dresser.
- ☐ Lavatory built into or located next to a vanity counter top.
- ☐ Medicine cabinet, mirror.
- ☐ Water closet (*preferably behind a partition*).
- ☐ Regular flooring material (*preferably same as Bedroom-Lounge, suitable for rugs or carpeting*).
- ☐ Storage space for towels, linens, etc.

#### EACH TUB-SHOWER ROOM HAS:

- ☐ Tub (*preferably enclosed or with shower curtain*).
- ☐ Water-proof walls and floor.
- ☐ Mechanical ventilation adequate to prevent moisture from getting into Dressetories.

#### POWDER ROOM

- ☐ Every Privazone Home should have a separate Powder Room, because Dressetories are for private use with access direct from Bedroom-Lounges. However, if a Powder Room cannot be provided, there must be access to one of the Dressetories from outside the Bedroom-Lounge, such as from the hall.

#### OTHER POINTS TO REMEMBER

- ☐ Junior Bedroom-Lounges planned for more than one person should have space in the Dressetory for clothes storage, etc. for more than one person.
- ☐ Doors to Dressetory from Bedroom-Lounge and from Dressetory to Tub-Shower room should be a minimum of 24 inches wide.
- ☐ Floor area in front of tub in Tub-shower room should be minimum 30 inches wide from tub to opposite wall.
- ☐ If water closets are behind a partition, as shown in many of the Privazone floor plans, width from side to side should be 30 inches; distance from wall behind water closet to wall, dresser or closet in front of it should be 48 inches minimum.
- ☐ Free floor area in Dressetories should be at least 36 inches wide to provide room for dressing, pulling out drawers, etc.

NOTE: The Privazone Council of America will be glad to answer any questions you may have. See page 61 for information available, or write a letter to: Privazone Council of America, Associations Building, Washington 6, D. C. (Telephone REpublic 7-2197).

### 3. FURNISH THE HOUSE TO THE BEST ADVANTAGE OF *Privazoning*

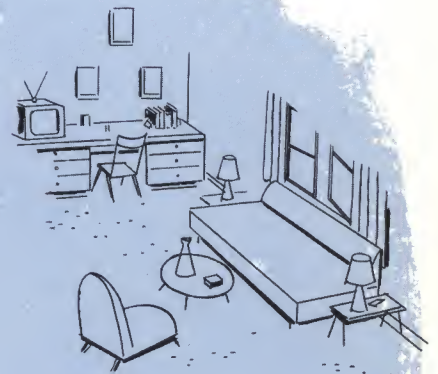
Houses of conventional design can be sold empty because buyers can visualize what such homes would look like furnished.

This is not the case with a Privazone home. The concept is so new you can't rely on the buyer's imagination to fill in missing details.

You want prospects to realize that Bedroom-Lounges are intended for daytime as well as nighttime occupancy—that they are actually private living rooms two-thirds of the time. They are a positive asset that adds hundreds of square feet for full-time living.

The best way to accomplish this is to show Bedroom-Lounges furnished with living room-type furniture.

Make arrangements with an outstanding department or furniture store to decorate and furnish your Privazone model home before showing it to the public. The newness and powerful appeals of Privazoning are strong selling points in helping get this service free, because of publicity value to the store.



#### TYPICAL BEDROOM-LOUNGE FURNISHINGS

1. Easy chairs, or sectional sofas
2. Writing desk and chair
3. Coffee table and end tables
4. Floor lamps
5. TV or Hi-Fi set
6. Hollywood bed usable as a couch or sofa during the day.



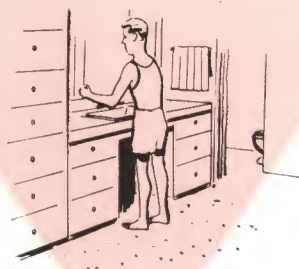
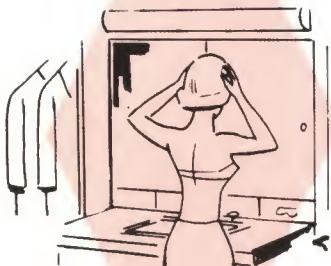
## DRESSETORIES

Most of the equipment of a Dressetory is basic to original construction—clothes closet, built-in drawers (or space for chest), lavatory and countertop, medicine cabinet, toilet.

Dressetories, however, should be individualized in decor to reflect the tastes of those who are going to use them.

The wife's Dressetory (in the Master Privasuite) would have a feminine motif, the husband's Dressetory a masculine one.

Entirely different decorative treatment is recommended for dressetories to be used by children, depending on their ages and sex.





## 4. TELL YOUR *Privazone* STORY

### **PUBLICITY**

Privazoning is hot news in homebuilding. It can bring you many news stories to help sell your homes. It's excellent material for the real estate, women's and business pages.

Privazoning will continue to be news for a long time to come, because homeowners and prospective homeowners have so much to learn about it. There's plenty to talk about in Privazoning, and you can capitalize on it in your publicity.

Here are the kinds of angles you should emphasize in newspaper publicity.

**Appeal of private dressing-bathing facilities to women**

**The living-room feature of Bedroom-Lounges**

**Convenience of close groupings of facilities in the Dressetories**

**Psychological advantages of the Privazone design**

**Convenience of individual Dressetories to men in the family**

**Study-hobby room features of Junior Privasuites**



(These and other equally important angles are covered in publicity stories included in a Privazone sales kit now available from the Privazone Council of America. See pages 61-63 for details.)

## TELL YOUR **Privazone** STORY



Hold a press preview one week ahead of the grand opening of your Privazone model home or subdivision. Invite editors of the real estate, women's and business pages of the papers, as well as news directors of radio and TV stations. Tell them what Privazoning means to the family. Hand out press kits with stories and photos of the house.

### ADVERTISING HELP

Contact your suppliers. They have an important stake in the promotion of Privazoning because it helps sell more of their products. Dealers in plumbing, vanities, exhaust fans, sofa beds, carpeting, TV and radio, medicine cabinets, etc., should be eager to help you advertise your Privazone homes with tie-in ads of their own. This is how it has worked out with Privazone home premieres in other areas. The resulting barrage of ads is a powerful traffic builder.

### Use a Variety of Media

#### NEWSPAPERS

Advertising appeals should play on the interests of individual members of the family. Like this:

Women—Privacy

Men—Convenience and logic of the arrangement

Girls—Privacy, a personal living room

Boys—Their own room for enjoying hobbies

The Whole Family—Prestige and progress, a new way of living.

(If you want help in planning your ad campaign, a representative selection of ad layouts in different sizes is included in the Privazone sales kit. (See pages 61-63.)

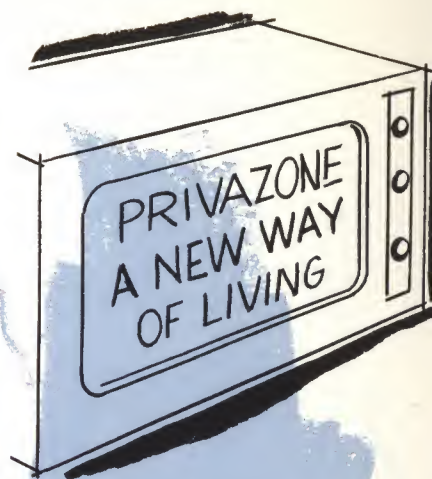




## TELEVISION

Privazoning must be seen to be understood. That makes TV a natural for advertising. Bring prospects out to your house by giving them a glimpse of what you have to offer. Bedroom-Lounges, Dressetories, and complete floor plans for Privasuites make good TV visuals.

(The Privazone sales kit contains copy and suggestions for illustrations of TV spots, as well as examples of actual TV Privazone home ads which have been successful in other areas.)



## RADIO

There are plenty of ways to use radio advertising. A series of radio spots at strategic listening times will pull a lot of prospects to your Privazone house. (Radio spot copy is included in the Privazone sales kit.)



## DIRECT MAIL

Direct mail will help to bring out the prospects for a Privazone opening. Be sure your mailing list is up-to-date. Send prospects an illustrated mailing piece on the house. (Copy for suggested direct mail pieces included in sales kit with other Privazone sales aids.)



## BILLBOARDS

Billboards along highways or in heavy downtown traffic areas are eye-stoppers. Bus and car cards pull prospects from the daily army of commuters. The nature of Privazoning—its newness, logic, psychological appeal—gives illustrated ads terrific pulling power.





## TELL YOUR *Privazone* STORY . . .

### POST SIGNS IN THE HOUSE •

To avoid confusing your prospects, be sure to identify clearly the various components of Privasuites. There should be signs to identify the Master Privasuite, Junior Privasuites, Dressetories, Bedroom-Lounges, and Tub-shower rooms. (Signs of this kind are included in the sales kit.)

### OPEN HOUSE

Privazoning is a simple idea, yet complex to explain because it has so many ramifications. To help clarify the impressions gathered by prospects passing through the model house, it's a good idea to show a slide film pointing out the logic and the many advantages of Privazoning. The film can be shown either before or after the tour of inspection—at a convenient place in the house, or in a patio or tent outside.

(Slide films, in color and with sound, are available from the Privazone Council of America to help you sell Privazone Homes. See page 62 for details.)

If there has not yet been a Privazone kickoff in your area, the Privazone Council of America may be able to help you get one underway. (Write for details.)



The important thing is to climb aboard the Privazone bandwagon now. All builders will benefit, of course, but those who are first to offer the public Privazoning will steal a march on competitors.

Responsible authorities in many fields agree that Privazoning is the first logical, scientifically-planned approach to the design of the private area of the home, and that without question it will set the pattern for new homes in the future.

Some day, probably within the next few years, Privazoning will be generally regarded as being as essential to good home construction as the streamlined appliance-equipped kitchen is today. Meantime, with Privazoning you have an extra strong competitive edge right now. It's the hottest idea in homebuilding and home selling in many a year. It's a way to keep sales moving at a brisk pace, the best assurance of quick turnover for the homes you build.





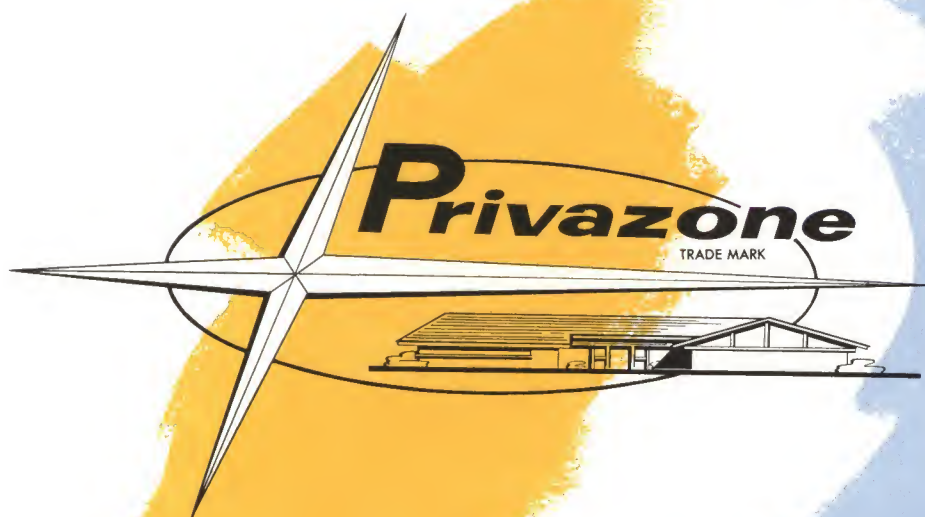
# IMPORTANT

**DON'T FORGET . . .**

## ***Privazone* CERTIFICATION**

### **How to qualify:**

1. Submit the plan of the home you intend to build to the Privazone Council of America, Associations Building, Washington 6, D. C. Certification service fee: \$2.50. Check should accompany your floor plan.
2. You will be promptly notified of authorization to use the Privazone trademark and insignia in advertising and promotion if the plan meets the standards for Privazoning in every respect. Two-day service on plans certification. No delay!
3. If the plan needs certain changes or additions before it can be certified, specific comments will be made. Special design assistance can be arranged, if desired.
4. With certification, you will get a gold seal Privazone certificate to hang in your sales office.





# **Privazone** SALES AIDS

## **AND SERVICES**

# **AVAILABLE NOW**

**From PRIVAZONE COUNCIL OF AMERICA**

### **FLOOR PLANS**

Dozens of sample layouts of dressetories, complete Privasuites, and complete house floor plans, to assist builders and architects in designing Privazone homes. (\$2.50 per pkg.)

### **SPECIAL DESIGN ASSISTANCE**

Design consulting service can be arranged on request for builders or architects who encounter unusual problems in designing Privazone homes.

### **BUILDER CERTIFICATION AND TRADE MARK RELEASE**

“Privazone” is a trademark of the Privazone Council of America. Authority to use the trademark in publicity and advertising will be granted to any builder or architect, providing the house plan submitted fully meets the standards for Privazoning.

Plans should be submitted to PCA for review and certification. Permission to use the trademark is granted automatically with certification. (Service charge \$2.50)

### **SALES KIT FOR PROMOTING AND MERCHANDISING PRIVAZONE HOMES**

Newspaper ad layouts and copy  
Sample direct mail pieces  
Copy for radio ads  
Scripts for builder interviews on TV and radio  
Identifying signs for Privazone open house  
Examples of actual Privazone home ads: newspaper, TV, radio

Newspaper publicity stories  
Copy for and suggestions for illustration of TV advertising  
Instructions to salesmen  
Checklist of promotional activities  
Photoprints of Privazone trademark and insignia  
(\$15.00 per kit)



## **SOUND-SLIDE FILMS**

- A. Four-minute sound slide film (in color explaining Privazoning to prospects attending an open house).
  - 1. 35 mm film strip with record or tape (\$15.00).
  - 2. 2"x2" slides with record or tape (\$20.00).
- B. Ten-minute sound slide film (in color explaining Privazoning to general public, or for presentation at meetings, luncheons, and similar gatherings).
  - 1. 35 mm film strip with record or tape (\$25.00).
  - 2. 2"x2" slides with record or tape (\$35.00).

Additional copies of Homebuilders' and Architects' Manual (\$3.00 single copy price).



**THE ORDER FORM ON  
THE FACING PAGE IS  
FOR YOUR CONVENIENCE**

## PRIVAZONE COUNCIL OF AMERICA

ASSOCIATIONS BUILDING

WASHINGTON 6, D. C.

### Gentlemen:

Please rush the items indicated below. Enclosed  
is my check for \$.....

Indicate Number desired	(all prices include postage)	Price
..... Floor plans and layouts (Dressetories, Privasuites, complete homes)		<b>\$ 2.50 per pkg.</b>
..... Builder certification and trademark release, service charge		<b>2.50</b>
..... Special design assistance—nominal fee, varying with amount of work involved. Estimate on request		
..... Privazone sales kit		<b>15.00</b>
..... Four-minute sound slide film explaining Privazoning 35 mm film strip with record <input type="checkbox"/> or tape <input type="checkbox"/> or (Check one)		<b>15.00</b>
..... 2"x2" slides with record <input type="checkbox"/> or tape <input type="checkbox"/> (Check one)		<b>20.00</b>
..... Ten-minute sound slide film 35 mm film strip with record <input type="checkbox"/> or tape <input type="checkbox"/> or (Check one)		<b>25.00</b>
..... 2"x2" slides with record <input type="checkbox"/> or tape <input type="checkbox"/> (Check one)		<b>35.00</b>
..... Homebuilders' and Architects' Manual (On quantity orders, write PCA for prices.)		<b>3.00 single copy price</b>

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Builder ☐ Architect ☐ Other \_\_\_\_\_  
(Specify)





